

Message Text

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PAGE 01 TAIPEI 01170 240824Z

15

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /047 W

----- 102974

R 240752Z FEB 76

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 8596

UNCLAS TAIPEI 1170

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: NEW PRODUCT CLINICS, A NEW TRADE CENTER EVENT
BASED ON VTR'S

REF : STATE 31778

1. THE EMBASSY BELIEVES THAT NEW PRODUCT CLINICS (NPC) HAVE AN EXCELLENT POTENTIAL IN TAIWAN. THIS TECHNIQUE SEEMS ESPECIALLY WELL SUITED FOR REACHING MARKETS OUTSIDE TAIPEI SUCH AS KAOHSIUNG AND TAICHUNG.
2. DATES PREFERABLE TO THIS EMBASSY ARE OCT. 4-8 OR OCT. 18-22.
3. U.S.I.S. SAYS IT HAS SUFFICIENT VTR RECEIVER SETS FOR PROGRAM. THEY ARE CURRENTLY 1/2" OPEN REEL TYPE.
4. BECAUSE OF THE DIFFICULTY OF LIP-SYNCHRONIZING ENGLISH AND CHINESE, POST HAS DECIDED TO USE ENGLISH SOUNDTRACK. SUBTITLES IN CHINESE MAY PROVE NECESSARY DEPENDING ON VTR.
5. CHIEF CONTRIBUTION EXPECTED FROM U.S.I.S. ASIDE FROM LOAN OF MACHINES WOULD BE PRESS RELEASES. TECHNICAL SERVICES COULD ALSO BE ARRANGED THROUGH U.S.I.S. IF TRADE CENTER PAYS COSTS.
6. SUPPORT PROVIDED BY COMMERCIAL SECTION WOULD BE UNCLASSIFIED

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SIMILAR TO THAT GIVEN REGULAR TC SHOWS, I.E. PROVIDING

BRIEFINGS, INFORMATION SERVICES, AND REPFIND SERVICE.
IN ADDITION, FOR NPC'S, EMBASSY WOULD PLAN TO SEND ONE
OFFICER AND ONE LOCAL COMMERCIAL SPECIALIST TO TAICHUNG
AND KAOHSIUNG TO STAGE NPC'S IN THOSE CITIES.
POPPLE

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NNN

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